

SPAIN Market Profile 2024



3.7% Market Share

No. 6
Rank



Inbound Tourists

- 2010: 67,842
- 2019: 116,295
- 2020: 27,480
- 2021: 35,787
- 2022: 86,801
- 2023: 114,513
- 2024: 132,081



16.8%



27.3%



36.4%



19.5%

Air Connectivity

Airlines

- Ryanair
- Vueling
- KM Malta Airlines



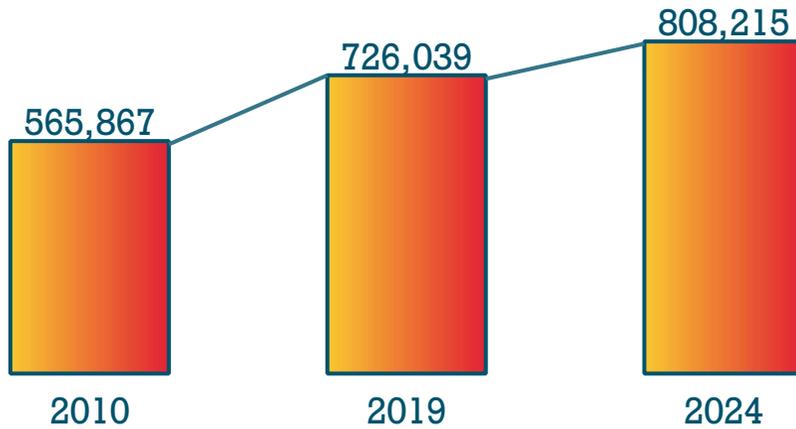
Airports

- Madrid - Barajas
- Barcelona - El Prat
- Seville
- Valencia
- Bilbao
- Ibiza



Bed Nights

Total Nights



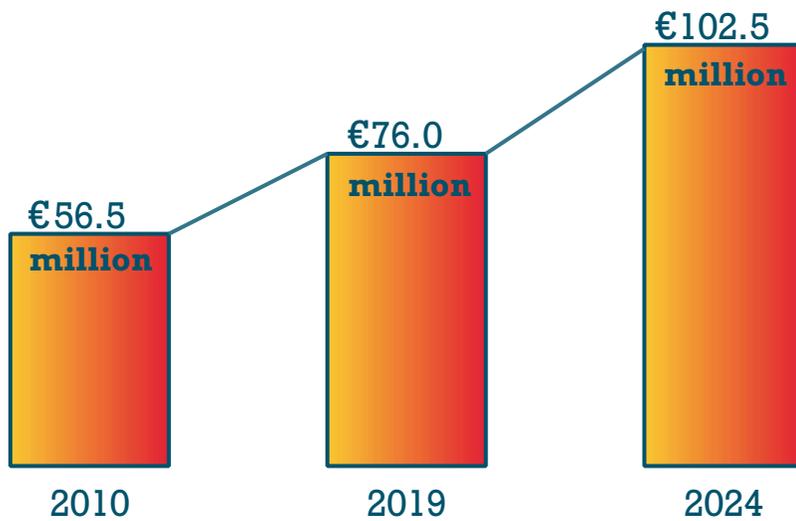
Average Length of Stay



6.1
Nights

Expenditure

Total Expenditure

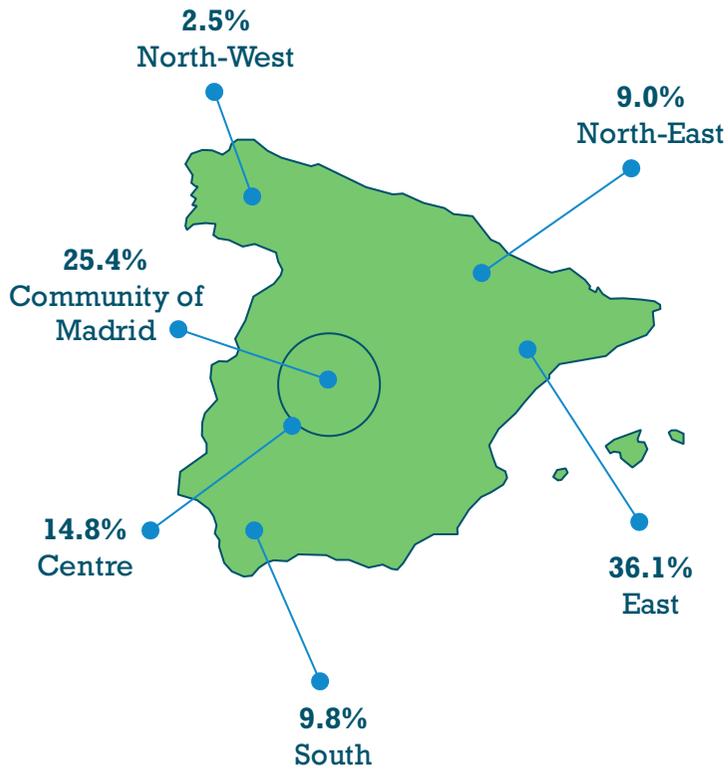


Expenditure per Capita

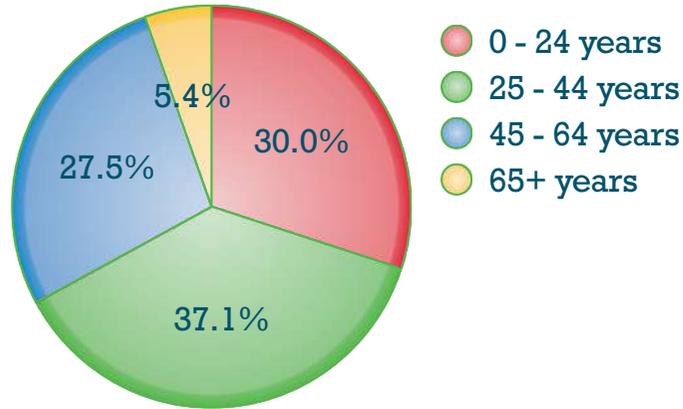


Socio-Demographic Profile

Region of Residence



Age Groups



Average Age: 52 years

Level of Education



81.1% Tertiary Level
 10.7% Post-secondary Level
 7.4% Vocational Training

Occupation



63.1% Employed Full-time
 18.9% Retired
 13.9% Self-employed

Living Arrangements

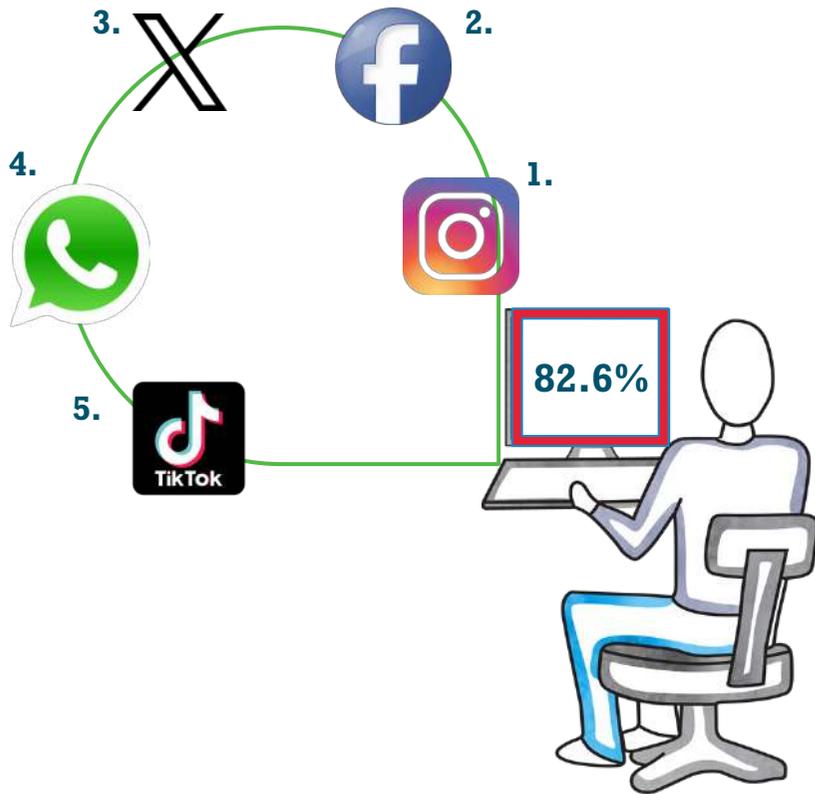
37.7% With Spouse/Partner
 33.6% With Spouse/Partner and Children
 17.2% On their own
 4.1% With Children
 4.1% With Relatives/ Friends/ Room Mates



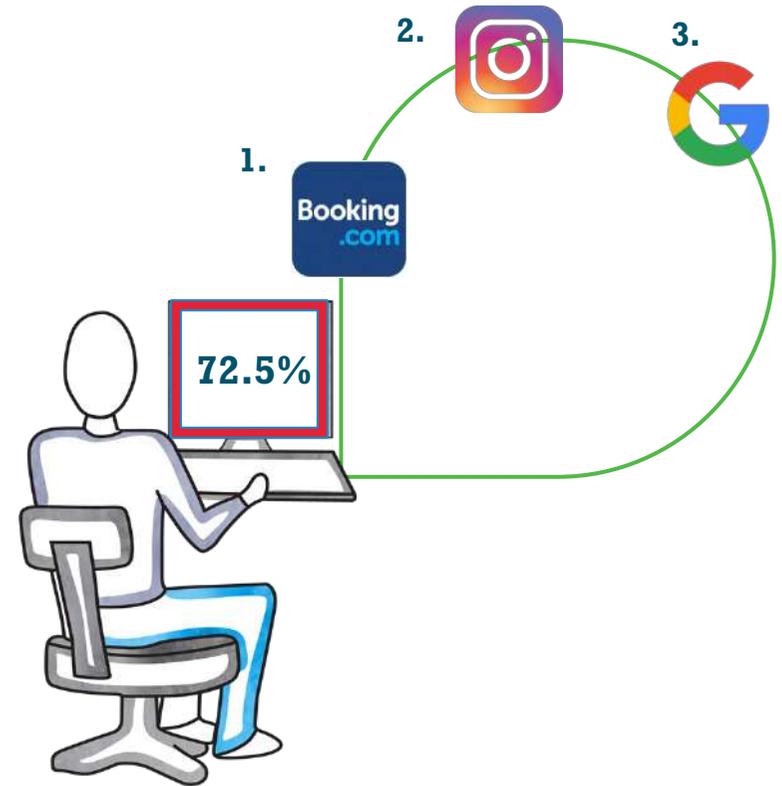
3.3% With Parents

Digital Media Usage

Regular



Travel Purposes



Travel Motivations

Culture



32.2%

Sun & Culture



31.2%

Special Occasion



16.8%

Wellness



14.1%

Sun



6.9%

Business



5.2%

Scuba Diving



3.8%

Visiting Friends & Relatives



3.5%

Other Sports



3.5%

TEFL



3.4%

Destination Choice Influencers

Communication Channels



65.6%
Digital Media



41.8%
Recommendation by
Friends/Relatives



9.8%
Recommendation
by travel agent



9.0%
Travel
Guide book



7.4%
Tour Operator
brochure/website



7.4%
TV



6.5%
Newspaper/
Magazine Advert/
Article



5.7%
Books



72.1%
New
Destination



41.8%
Good flight
connections



23.0%
English Spoken
Widely



17.2%
Cost/ Value for
Money



7.4%
Maltese
Hospitality



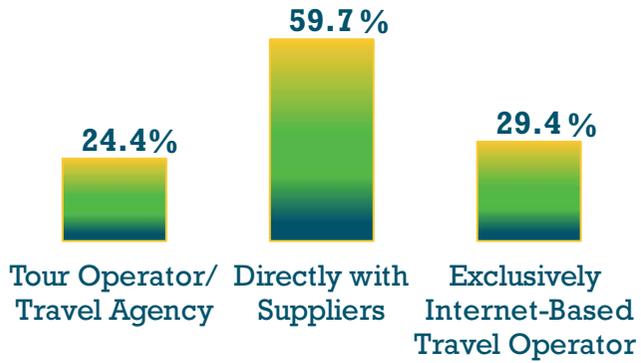
4.9%
Previous
Visit



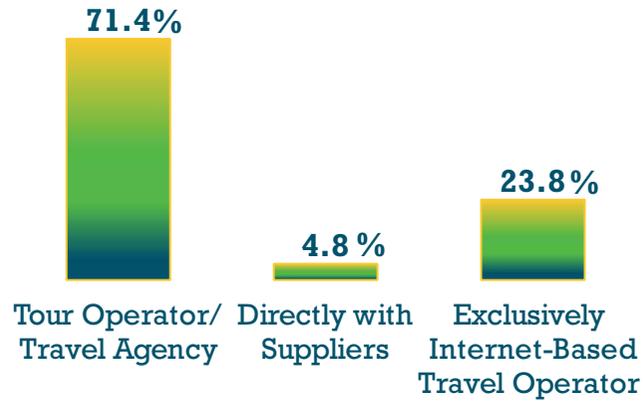
6.6%
Film Shot
Locally

Type of Booking

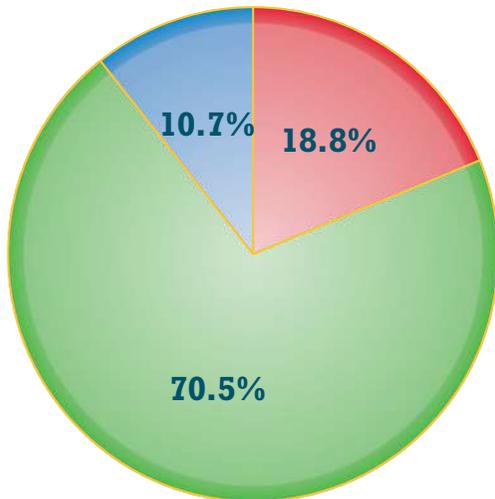
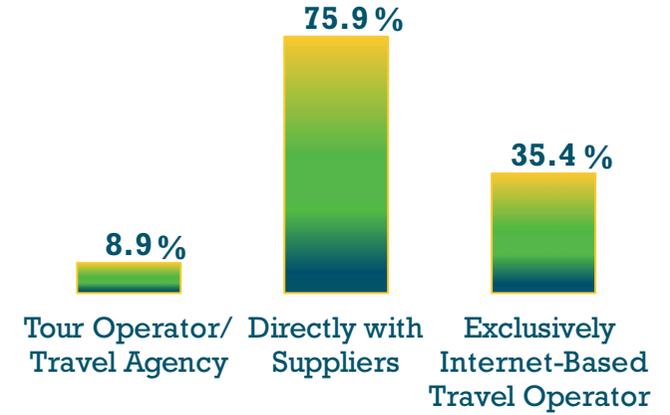
Trip Bookings Made With



Package Bookings



Non-Package Bookings



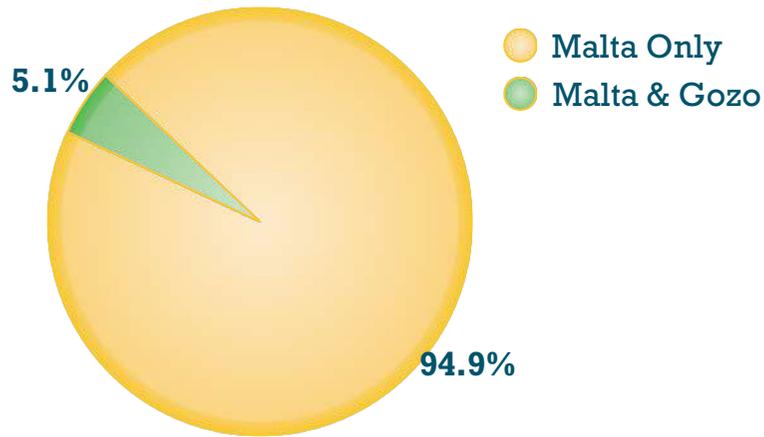
- Package
- Non-Package
- Both



84.3%

Completed Trip Bookings Online

Type of Trip



1st Time vs Repeat Tourists



87.4%
First Time



12.6%
Repeat

Travelling Party



3.3%
Alone



36.4%
Spouse/Partner



31.4%
Family



15.7%
Friends



11.6%
Organised Group



1.7%
Business Associates

Type of Accommodation Used

Malta & Gozo



9.3% of Spanish tourists spending nights in Malta & Gozo stayed in 5* hotels.

33.9% stayed in 4* hotels.

12.7% stayed in 3* hotels.



30.5% utilised self-catering apartment/ farmhouse/ villa.

10.2% utilised guesthouse/ hostel.

Activities Engaged In

Cultural



90.2%
Visit Historical
Buildings



75.4%
Visit Churches



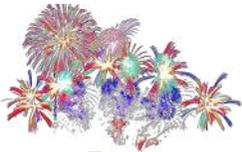
66.4%
Visit temples/
archeological sites



41.0%
Visit Museums



18.9%
Visit arts/
craft sites



7.4%
Attend Local
festival/ event



6.6%
Visit local
produce sites/
agro-experiences

4.9%
Attend live music
event/concert

Outdoor



46.7%
Leisure Boat
trip/ tour



36.9%
Swimming/
Sunbathing



26.4%
Trekking/
Hiking



7.2%
Scuba Diving

Recreational



68.0%
Dine at
restaurants



40.2%
Shopping



12.3%
Spa/ Wellness



10.7%
Nightlife/
Clubbing

Tourists' Expectations of Malta

Exceeded



35.0%

Met



59.2%

Not Met



5.8%

95.8%

Would recommend the Maltese Islands to their friends/ relatives

